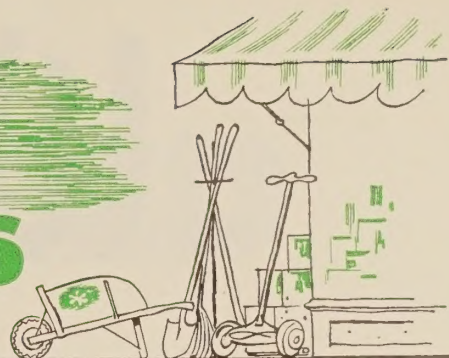




Woodruff

GRASS ROOTS



F. H. WOODRUFF & SONS, INC., Milford, Conn.



TOLEDO, OHIO • BELLEROSE, L. I. • ATLANTA
SACRAMENTO • DALLAS • SALISBURY, MD.

GRASS SEED SUPPLIES FOR SPRING 1955

Relief is in sight after last year's terribly high prices. Supplies of basic lawn grasses are apparently adequate at this moment, with some exceptions. Kentucky Bluegrass is plentiful; although not inexpensive, it will be much lower than last year. Red Fescues in adequate supply at good prices. Redtop still a costly item, will be used less and less in lawn grass mixtures. Certified Perennial Ryegrass is practically unobtainable and cost is very high. Uncertified Perennial or mixed with Common will be obtainable but not worth the cost. Better to buy Common, it's cheap and will do the job for temporary plantings. Timothy is high priced and Clovers are all costly. Other grasses like Meadow Fescue and Poa trivialis are moderately high priced. Alta and Kentucky 31 Fescues are inexpensive. All in all prices of lawn and grass seed mixtures will be lower than last year.

NEW RETAIL PRICE CARD

If you haven't noticed — turn to the back of your new retail price card — Here are salient points on selling Woodruff products. Designed to help your clerks sell more Woodruff seed and Gro-Sod. Here is a quick reference for your customers too. Display the card in a prominent place near your seed supply or next to the cash register. If you would like more cards ask for them. We'll supply all you need.

TURF-MAKER-MERION BLUEGRASS FORMULATION NOW HAS SEAL OF APPROVAL



Woodruff's new Turf-Maker with Merion Bluegrass formulation, introduced last year, now has the seal of approval of the Merion Bluegrass Association and Turf Research Foundation. Standards for lawn seed mixtures containing Merion Bluegrass have been established, requiring 40% of the new grass that has received so much publicity. Woodruff Turf-Maker-Merion formulation has proved itself on our trials and elsewhere. Greater drought resistance, tighter texture, leaf spot resistance and makes a better, finer and longer lived lawn. Be sure to stock it for your "fussier" customers.

HURRICANE DAMAGE—REPAIRS

In some sections of the eastern seaboard, hurricanes Carol and Edna took a heavy toll of lawns, particularly Carol. Abnormal high tides caused flooding of waterfront areas killing many fine lawns. Normally, if such areas had been thoroughly flushed with fresh water, no adverse effects would have been noticed. However, many lawns did not get such treatment and the residue from the salt water remained long enough to kill the grass completely. Applications of lime or gypsum are recommended at the rate of 25 pounds per 1000 square feet. Better have the soil tested though, for soils that are not acid should receive the gypsum and not lime.

Lawns that have been damaged may be renovated by aerification, fertilization and seeding if damage is not too extensive. Largely damaged areas should be replanted after turning over the soil in usual manner. See "Your Lawn" for the know how.

PUSH GRO-SOD SALES EARLY

March and early April are the best spring months to feed the lawn. Sell Gro-Sod early for best results. The famed 10-6-4 analysis means properly balanced feeding for any lawn. One half the nitrogen is organic, assuring longer slower feeding. Not a burst of growth and then nothing. Time tested and proven, Gro-Sod goes further than most fertilizers — only 10 pounds needed for 1000 square feet of established lawn. 15 pounds for new lawns. Gro-Sod is easy to sell because it does the best job for the least money. A 50 pound bag (\$4.15) will fertilize the average 5000 square foot lawn. Have plenty on hand for early sales.

CO-OPERATIVE ADVERTISING ARE YOU USING IT?

If you don't know the details of the Woodruff Co-operative Advertising Plan — here they are:

1. Woodruff supplies the newspaper mats free.
2. You run the ads in your local paper — using Woodruff mats.
3. Send Woodruff a copy of the ad (tear sheet) and a duplicate of the publisher's invoice.
4. Woodruff credits your account with one-half the placement cost.

Take advantage of this plan — it pays dividends.

MERION BLUEGRASS NOW IN PACKAGES

Demands by the trade have required this newly developed, superior grass in individual packages. Packed in one pound and three pound attractive cartons, it carries the seal of approval of the Turf Research Foundation. One pound package retails for \$5.30, sufficient for 350 square feet. Three pound package will plant 1000 square feet and retails at \$15.75. Actually costs about 1½ cents per square foot. Packed 12-1's per case or 6-3's per case.



An Invitation To Better Gardening

Entrance To
Garden Exchange, Bridgeport, Conn.

LAWN BEAUTY SPREADER

The new Lawn Beauty Spreader is now part of the Woodruff line — available in 18 inch, and 24 inch sizes. Woodruff Lawn Beauty is calibrated for Woodruff products. The chart on the handle tells you how to set the machine for Turf-Maker, Milford Green, Central States, Gro-Sod, etc. Boost your seed and spreader sales with this fine equipment. Lawn Beauty is built to last a lifetime with a little care. Well constructed, Woodruff Lawn Beauty will spread all types of lawn materials uniformly and precisely. Removable shutter permits easy cleaning and prolongs life of machine — agitator is galvanized. Nineteen adjustments on readily accessible Rate Control Dial.

Get your supply now.

EASY DOES IT SALES

The Woodruff program for 1955 features the "Easy Does It" slogan. Reemphasis on the "Custom Blended" idea. Woodruff formulates the lawn seed mixtures supplied to you to meet the requirements of the local soil and climatic conditions. Some grasses do well in certain areas — poorly in others. Grasses adapted to good turf formation in your location, properly balanced to give the best results are your assurance of satisfied users.

When you sell lawn seed — sell a potential lawn. Your customer visualizes the box of seed he buys as the beautiful green carpet he wants around his home. Sell him on that basis for your satisfaction and his. Remember "Easy Does It" — give him a copy of the "Your Lawn" booklet — tell him to be sure and read it before planting — you read it too — have your clerks read it. It will help you sell more — of the best.

Woodruff



LAWN SEED



Turf-Maker Lawn Seed

Turf-Maker Lawn Seed is formulated to meet the general soil and climatic conditions of the areas where it is sold. Contains only the highest grades of adapted turf-forming seeds properly balanced to meet the demands of those who want the best in turf. Turf-Maker for Shade, designed specifically for use in shaded lawn areas, contains highest quality *Poa trivialis*, *Chewings Fescue* and *Illahee Creeping Red Fescue* — all shade tolerant grasses. Sell Turf-Maker — a name backed by 25 years of turf research.



Milford Green Lawn Seed

A popular, medium-priced mixture producing a good durable lawn turf. It is formulated to meet the requirements of those who do not need the best, but want the next thing to it. Suitable for late season planting and tolerant of ordinary soil deficiencies. It is also well adapted for use on playgrounds, terraces and at the seashore.

Milford Green for Shade — an excellent mixture for shaded areas and a true companion for Milford Green for Sun.



Central States Lawn Seed

Central States is a special blend of excellent quality lawn seeds adapted for use in the Middle West — shipped only from our Toledo branch. It rates between Turf-Maker and Milford Green as to price and specifications, and contains Kentucky Bluegrass, Red Fescue and Colonial Bent. It is a general purpose mixture suitable for lawns where maintenance will be at a minimum; is excellent for playgrounds, terraces and slopes.



Woodruff White Clover

For those who prefer it, Woodruff packages finest quality White Clover in one pound and half pound sizes — both domestic White Dutch and New Zealand White Clover.



Woodruff Spreader

Seeding, fertilizing and liming are so much more accurately and effectively done with a Woodruff Spreader that every householder should have one. Simple to operate, adjustable to 19 positions and pre-calibrated for proper distribution of Woodruff products. Ruggedly built for long service. 18" and 24" models.



Woodruff Gro-Sod

Gro-Sod Lawn Food — a 10-6-4 fertilizer made specifically for lawns — both old and new. The nitrogen is 50% organic — sustaining leaf and plant development for a longer period of time. These important features sell Gro-Sod again and again:

1. High performance — lush, vigorous turf.
2. Low application rate — 10 lbs. per 1,000 sq. ft.
3. Long availability — feeds the lawn over a longer period of time.



Your Lawn

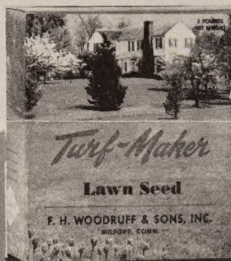
A really good lawn is the result of correct and careful maintenance. So that your customers will have this necessary information on lawn-making and care, Woodruff furnishes you with ample supplies of "Your Lawn." This booklet, written by an expert in lawn planting and maintenance, is a thorough treatise on the subject of lawns. It gives your customers the fundamentals of lawn-making and covers the entire gamut of lawn grass culture from preparation of the soil to a mature greensward. "Your Lawn" will make lawn seed sales for you.



How's Your Lawn?

Turf-Maker

Milford Green



Ask for our
**FREE
BOOKLET**



Woodruff Display

This Woodruff window display is furnished free to all Woodruff dealers. It is shipped flat in a carton, simple in construction and is easily put up. This colorful, compelling window and counter display helps sell lawn seed. Use it spring and fall — it will sell for you.



NEW HOME OF WOODRUFF GRASS SEED DIVISION AT MILFORD, CONN.

The new home of the Woodruff Grass Seed Division at Milford is efficient and modern in its layout and equipment.

It provides greatly increased capacity and facilities for mixing and merchandising grass seed and related products.

ATLANTA
BELLEROSE, L. I.
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